

EXHIBIT 37



Evolution of the Industry & AdX History

How that damn "Crowded Display Landscape" Slide Came to Be,...

August, 2010

https://docs.google.com/a/google.com/Doc?id=cc23j3t2_74hcvfqd6q&authkey=CKCuueUO

Agenda



- 1** Intro to the Team
- 2** How Did We Get Here & Macro View of the Industry
- 3** History of AdX
- 4** Competitive Landscape

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AdX has advantages that no competitor has



Large reach & Premium inventory

- **AdX advertisers are able to buy inventory from many sources**
 - Youtube, AdSense publishers, and AdX publishers

Great development team = Great product

- **Google has a large development team that has been able to build an easy to use product with a broad range of capabilities**
 - Real Time Bidding
 - API: Integration with other technologies
 - Easy and functional UI
 - Targeting controls and optimization tools
 - Above the fold Targeting
 - Coming soon: Private ad slots










Other Google products complement

- **Google offer services across the entire advertising value chain**
 - Integration with DFP
 - Ad serving technology: DFA
 - Creative optimization: Teracent
 - DSP services: InviteMedia
 - Mobile ads: AdMob

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Rightmedia is leading the market but AdX is getting closer



									
Inventory quality	3	2	2	2	2	2	1	1	2
Reach / Volume	4 180M uniques	4 178M uniques	N/A	2 125M uniques	3 165 M uniques	3 170M uniques	N/A	1 91M uniques	2 123M uniques
UI usability	3	3	2	3	2	1	3	3	1
Product features & technology	4	4	2	2	2	1	2	2	0
Bidding capabilities	2	4	2	2	2	1	1	2	0
Service	4	3	3	2	2	2	2	2	1
Other	No central clearing house Yahoo! backing	Only CPM pricing Google backing		Ad color optimization for publishers	Microsoft backing		Open source, free to use	Malware, spam, click fraud	

Source: DSP survey, Comscore

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